

# Adams beef producers discuss industry at field day

**BY GINGER SECRIST MYERS**  
Staff Correspondent  
**MC KNIGHTSTOWN** — In an effort to better understand all segments of their industry from producer to packer to consumer, the Adams County Beef Producers Association held a day-long field

day designed to discuss mutual concerns. The event, which attracted beef enthusiasts and agribusiness interests from five surrounding counties and also Maryland and West Virginia, was held last Saturday, at the farm of Paul



John Shenk, of Penn State, stresses the importance of forage testing to participants in the Adams County Beef Producers Field Day.



Livestock judges study the market steers and breeding stock on the Paul Heffner farm at the Adams County Beef Field Day.

Heffner, McKnightstown. Host for the event and moderator of a panel discussion during the morning session, Paul Heffner welcomed the group to his 600-acre operation, which includes 400 acres of pasture to accommodate the farm's more than 300 head of cattle. This number includes 130 brood cows and 70 head of fat heifers. Heffner noted that he attempts to increase his profits by increasing his efficiency through more rapid weight gains and through the use of all available technology and information sources. During the panel discussion

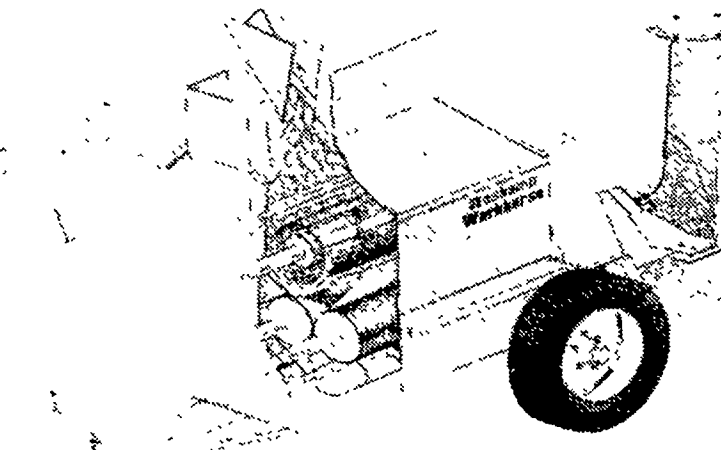
concerning the beef industry, profit potential surfaced as the theme weighing most heavily on the producer's mind. Members of the panel represented the cow-calf operator, the feedlot operator, the packer, the marketing reporter, and the consumer. As the discussion progressed, the need for increased product promotion, the positive role of the packer, and the need for producers to keep a sharper eye on production cost were stressed to increase profit levels. Dave Sorosky, representing Moyer Packing Co., fielded several questions from the group con-

cerning the breed and size of cattle that Moyer is seeking. Moyer informed the group that there aren't enough feeder cattle in Pennsylvania and would like to see a sizeable increase in production. He noted that the packer is using all the cattle it can get regardless of size or breed. But Moyer prefers 1100-1200-lb. steers since these cut out a steak size that is more appealing to the consumer. However, he stated, Moyer is presently paying a three-cent premium for heavy carcasses because there just are not enough heavy cattle around.

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